**BUSINESS CASE 1:**

After shaking up India’s telecom industry, the Reliance Group is planning to re-cast the country’s ecommerce leader board next.  
  
The retailing arm of India’s most valuable company by a distance is planning to make a major foray into ecommerce early FY19 (Financial Year 2019), selling mobile phones, consumer electronics, fast-moving consumer items, clothing, food and grocery etc.

Reliance Retail has plans to compete with Amazon and Flipkart by offering a wide selection of products, (with the promise of) same or next day delivery even in **small towns** where aspiration level is high but availability is a problem, and through exclusive deals.  
  
The internal target at Reliance Retail is to overtake current ecommerce leaders by 2020-21

Devise a strategical plan for reliance industries to disrupt the existing indian e-commerce industry and to compete with the likes of amazon and flipkart.

**BUSINESS CASE 2:**

Ratan Tata bought Jaguar Land Rover from Ford in 2008 amid an acquisition spree. Many pundits observed that this was not a good move considering that both companies had never been profitable.

But the courageous move paid off as Jaguar and Land Rover, as a subsidiary of Tata motors, got its act together and finally was able to challenge the German trio of – Audi, BMW and Mercedes.

In the next few years, it was the JLR that kept the Tata Motors balance sheet in the green as its domestic CV business was being challenged by Ashok Leyland and its PV business was in tatters.

Now Tata motors have managed to turn around its domestic business, but JLR is struggling once again amid Brexit and China slowdown. US President Donald Trump's threats of a trade war also cloud the picture.

Devise a turnaround plan for Tata motors with respect to JLR , keeping the global market as the center piece of your strategy.

**BUSINESS CASE 3:**

Apple’s CEO Tim Cook has confirmed that the company is working on creating it's own technology in self-driving cars. Cook said that the company is “focusing on autonomous systems” and “we sort of see it as the mother of all AI projects”. Apple’s interest in autonomous vehicles has become something of an open secret in Silicon Valley.

The California Department of Motor Vehicles issued Apple Inc. an autonomous vehicle test permit in April 2017. In September of 2017, Mercedes Benz’s CEO Daimler Benz projects and said that their competitors are no longer other car companies but Tesla, Google, Apple, Amazon.

The context above proves Apple’s efforts on its automobile project which is codenamed “Project Titan”.

Prepare a market strategy with a sales model for Apple on how it could enter the market, reach consumers, and compete with the existing players in Electric-Vehical and Hybrid Vehicle market.

NOTE: Participants need not focus on the features and details of the car. Participants are only required to come up with a market strategy and a sales model on the company’s approach in entering the traditional automotive industry and bringing their product to customers.

**COMMON GUIDELINES FOR ALL CASES:**

* Each team must choose any **one** of the business cases provided.
* Give fact-based implementation plans for your chosen case.
* The proposed strategy should be realistic and implementable for the company in question.
* A to-the-point insight should be presented in the first round. Whereas, a detailed, fact-based, unique, and realistic strategy should be presented for the final pitch.
* All the proposed plans should be in accordance with the policies of the company in question.
* The sources of funding must be mentioned for all the proposed plans. Moreover, those sources must be mentioned keeping the scenario and involved company in mind.